

## ABSTRACT

A system and method for virtually displaying on-line a gallery, a showroom, a store, a mall or any other room or space and the objects contained in said room or space, wherein the data displayed is comprised of a virtual reality data packet. The system displays still photographs of virtual reality shots and textual materials, and plays virtual reality video clips and audio stories about the room and/or the objects contained therein. Each still photograph of a virtual reality shot and each frame of a video is assigned a unique frame address. Each object in a shot or video is assigned a unique identifier that is indexed and addressed by the area the object occupies in the shot or frame. Links are associated with each object so that detailed information in graphical, video, audio and/or textual forms that are related to the object and are stored external to the virtual reality data packet can be retrieved on demand from an external database for presentation to the viewer. The system also provides on-line controls that enable the viewer to move around the space, and a feature that enables a viewer to view an object from 360° around the object.